



USU Board of Directors

University Student Union Board of Directors
of the California State University, Fresno Association, Inc.

PR and Marketing

12/2/2013

- I. Goals of the Committee
 - A. To come up with a thorough and comprehensive market plan, which will focus on marketing the student union but in effect will also be representative of the board itself.
 - B. Finding new demographics to market the student union to.
 - C. Be representative of the board itself by wearing the board shirt and giving out information about the USU and the board to students at tabling events and/or during office hours.

- II. Projects
 - A. A comprehensive brochure about the USU Student Union and what facilities are present on each floor
 - B. A flyer about the new Recreation Center bowling system and the Night Strike on Fridays
 - C. A Facebook Business Card promoting the USU Facebook page
 - D. Display Board for the University Student Union/Board of Directors
 - E. Promoting Men's Basketball tickets that students can pick up at the information center and for which they pay for through their fees

- III. Updates

On Tuesday Angelica Reyes and myself met with Melissa Ginotti and Mehrzad Zarrin about the USU brochure, and after receiving feedback we are going to finalize the brochure content and meet with a graphic designer to finalize our brochure. I have also contacted several other CSUs and am waiting for examples of their brochures.

The USU display board is moving forward, everything is ready, we just need to put it together. I am going to be working on the board during Thanksgiving break.

During office hours board members are encouraged and reminded to take basketball handbills, visit the lounge area and talk to students. In addition everyone has taken basketball posters and has hung them in

different buildings. Before November 16th game we tabled in the free speech area and let everyone know about the availability of the tickets.

IV. Next Meeting

February 2014 @ 3pm

Submitted by: Megi Hakobjanyan